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HISTORIC
NORTHSIDE



DISTRICT

2024

Historic Northside District
Annual Report

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ABOUT US

Established in 2022, the Historic Northside District is a Main Street America pilot project, led by the Fort Worth Hispanic Chamber of Commerce in partnership with the City of Fort Worth. The initiative focuses on revitalizing the Northside's unique cultural and commercial corridor by fostering equitable economic development, supporting local businesses, and enhancing the area's historic and cultural assets.

Through a community-driven approach, the Historic Northside District aims to preserve its rich cultural heritage while promoting sustainable growth, improving streetscapes, and creating opportunities for business incubation.



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ORGANIZATION

- **Board and Committees:** Recruited fourteen board members representing diverse community stakeholders. Began a board leadership nomination process ensuring our organization has the capacity to drive long-term revitalization efforts.
- **Volunteers:** Recruited over fifty volunteers, who contributed over 400 hours of donated time. Value of volunteer donations equal \$12,720 in volunteer time per 2024 estimates.
- **Partnerships:** Created new partnerships, including with the Urban Land Institute, the Latino Cultural Project, Northside Community Group, Northside Inter-Community Agency, Community Design Fort Worth, Cerebro Sano, Suvida Healthcare, Frost Bank, Rodeo Dental, and the Cowtown Marathon. and Transfom 1012.



- **Trainings and Community Meetings:**
 - Main Street America Conference
 - Three Zoning 101 Workshops
 - Three Historic Northside District Business Mixers
 - Transformation Survey
 - Weeklong Transformation Strategy Workshop
 - UrbanPlan Workshop
 - Fourteen Community Listening Sessions
 - Panther Island Community Meeting
 - Urban Design Talk
 - Two Coffees with the Chambers
 - Three Sonidos del Summer Concerts
- **Fundraising:** Raised over \$40,000 through grants, sponsorships, and Sonidos artisan market and community partner resource fair.



ECONOMIC VITALITY

- **Grants:** Selected as a recipient of a \$5,000 grant from the Fort Worth Tourism Public Improvement District administered by Arts Fort Worth.
- **Sponsorship:** Raised a total of \$42,500 through sponsorships for 2024 Sonidos Del Summer Series. Sponsors included Cerebro Sano, a program of the James L West Center for Dementia Care, Gorrondona & Associates, Telemundo39 / NBC 5, Arca Continental Coca-Cola Southwest Beverages, the Rios Group, Trinity Metro, Frost, QT, SuVida Healthcare, Joe T. Garcia's, NBT Financial, Rodeo Dental, the Fort Worth Hispanic Chamber of Commerce, and the Boys and Girls Club.
- **Revenue:** Generated over \$12,000 in revenue through food vendors, artisan vendors, and community partner exhibitors. Revenue was



shared with partners Artes de la Rosa and Cultura Markets.

- **Small Business Trust-Building:** Through the Sonidos Market, created 114 vending opportunities for artisans, food vendors, local businesses, and nonprofit partners.

The 2024 Sonidos Del Summer series brought the community together once again, drawing over three thousand participants, with final numbers still pending.

Thanks to the support of local businesses, sponsors, vendors, residents, and partner organizations, this year's series was a tremendous success.

DESIGN

DESIGNING A FUTURE ROOTED IN CULTURE AND COMMUNITY

This year, the Main Street project took a slightly different approach due to staff transitions, prioritizing education and laying the groundwork for future initiatives. The team concentrated on building a foundational understanding of zoning, design, and land use concepts.

Multiple Zoning 101 workshops were offered, equipping residents and stakeholders with the knowledge of how zoning and design impacts the district and daily life. These sessions empowered our community with tools to both preserve and uplift the district, protecting its cultural heritage in the process.

Additionally, through a partnership with the Texas Rangers, we inaugurated a vibrant new mural on N Main Street, further showcasing our dedication to enhancing the district's cultural landscape.

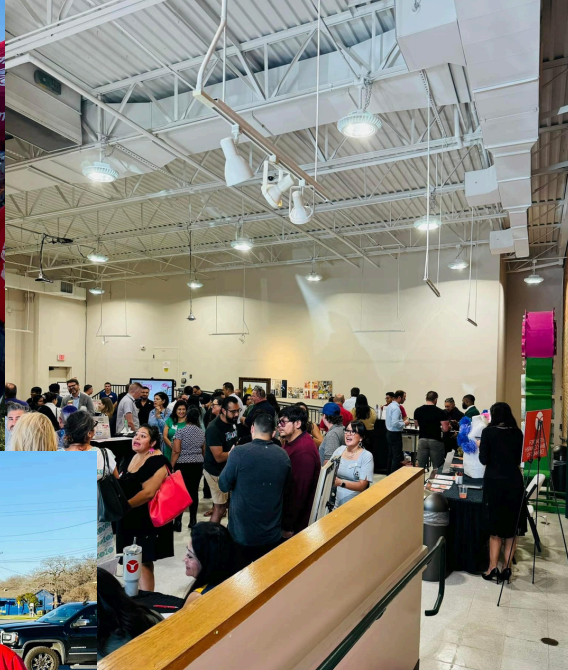
In tandem with these efforts, we hosted an UrbanPlan for Communities workshop that engaged local leaders and residents in a hands-on real estate development simulation. Participants explored the complexities of land use, learning how to balance affordable housing, commercial growth, and public amenities. The Urban Land Institute's Advisory Services Panel (ASP) will further enrich this work by bringing in national experts to assess the potential impacts of neighboring development in our community.

We also partnered with Community Design Fort Worth to facilitate a conversation on equitable development in neighboring Panther Island. This dialogue, along with cultural initiatives like the Sonidos Del Summer series and our partnership with the TCU Maestro program for the revitalization of Marine Skate Park, highlights our holistic approach. By combining educational programming, public art, and placemaking events, we continue to foster community pride and ownership while ensuring that Northside remains a culturally rich and dynamic district for generations to come.



PROMOTION

- **Sonidos del Summer**
 - **May 18th - Salsa y Sol**
 - 1.3k estimated attendees based on the City of Fort Worth's Placer.ai data
 - 323 event responses on Facebook
 - 23,195 Post Reach
 - **July 6th - Northside 4th**
 - 3.5k estimated attendees based on City of Fort Worth's Placer.ai data
 - 425 event responses on Facebook
 - 21,008 Post Reach
 - **September 07th - Baila Esta Cumbia**
 - Placer.ai data still pending
 - 830 event responses on Facebook
 - 13,430 Post Reach
- **Media Coverage**
 - **Fort Worth Business Press**
 - **A Unified Vision: how Fort Worth's Chambers of Commerce are Driving Economic Prosperity**
 - **Media Coverage Continued**
 - **Fort Worth Report**
 - Bilingual dementia program provides brain health education to Hispanic communities in Tarrant County
 - Welcome to Weekend Worthy! Your guide on what to do in Tarrant County
 - Zoning workshop to be held in Fort Worth's Northside amid redevelopment concerns
 - Henry Cisneros to visit as Fort Worth considers Panther Island changes, Northside preservation
 - **Fort Worth Star-Telegram**
 - As development booms nearby, how does Fort Worth's Historic Northside retain its identity?
 - Summer's almost over. Make the most of it with these Fort Worth activities
 - **NBC 5/Telemundo 39**
 - 5 Talk Street: Sonidos del Summer with James L. West Center for Dementia and Tarrant County College
 - Sonidos del Summer: concientización sobre la salud
 - Sonidos Del Summer: Brain Health Awareness
 - **Hoodline News**
 - Fort Worth Embraces Collaborative Approach for Panther Island Project to Balance Development and Historic Neighborhood Preservation



STAY IN TOUCH



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